

REQUEST FOR PROPOSAL

Production, Design and Layout of Travel Planners for Trinidad, Colorado

Introduction

The Trinidad Tourism Board on behalf of the City of Trinidad is soliciting proposals for the production, design and layout of the first Annual Travel Planner for Trinidad, Colorado. The Planner is intended to be a lure piece to entice tourists to visit Trinidad and help them plan their vacation. The Planner will serve as the main fulfillment piece for inquiries about visiting Trinidad, Colorado. The publication will not include any advertising. Due to this being the City of Trinidad's flagship in regards to a

The Guide will include editorial features, images, maps, lodging directory listings and other components, as determined by the City Tourism Board with final approval by the Department of Economic Development and Tourism Management. Total page count is estimated at 30-40 pages, including cover. The City anticipates printing up to 50,000 guides. The final product's weight should not exceed first class mailing requirements; the City desires to mail the product via US Postal Service first class, at a mailing cost per piece not to exceed \$0.80.

The Trinidad Tourism Board, an advisory committee to the City Council, is dedicated to promoting tourism for Trinidad, Colorado. The Trinidad Tourism Board will be responsible for the selection of the agency and will manage the project through completion of the contract.

Scope of Work

Trinidad has a proposed tourism brand that needs to be taken into consideration for the design of the Annual Travel Planner. The proposed Trinidad brand advertising campaign is "Base camp to Colorado."

The City of Trinidad is seeking a firm that can provide the production, layout, design and printing of the guide. Proposals should include an outline and timeline to complete the process, with a final product available in April 2017. The travel planner shall be solely owned by the City of Trinidad, which shall retain all rights to it, including production, reproduction and distribution.

Vendors must account for all costs, including but not limited to, the production of the guide. Submissions should outline all costs that may be incurred by the City of Trinidad. Printing quotes are required, in addition to production estimates. Printing quotes should provide estimates based on quantities.

The Department of Economic Development and Tourism Management will have final approval of design and must sign off on hard-copy proofs prior to project completion.

Publication Guidelines:

- Title: Trinidad Official Travel Planner
- Frequency: Published & printed once per year
- Formats: Hard copy & digital copy
- Delivery: By the end of April 2017
- Quantity: Up to 50,000 copies
- Quality: Highest possible quality with clear, crisp photos
- Size: 5.5" w x 8.5" h (inches)
- Number of Pages: 25-35 pages
- Paper: High quality, lighter weight; cover will be a heavier paper weight than interior pages
- Finishing: 2 center staples

The Trinidad Tourism Board will provide the following:

- Content, logos, branding direction
- Variety of photos to be considered for use in the guide and on front cover.
- Area Maps
- Calendar of events
- Business listing information for lodging and camping directories
- Distribution of the Travel Planner

The selected Vendor will be responsible for the following:

- Design, layout and production of the guide
- Soliciting up to (3) quotes from printer, as requested by the City of Trinidad.
- coordinating with printer and all other subcontractors
- Incorporating feedback from the City of Trinidad and stakeholders.
- Providing pdfs of each page for online and digital needs in a timely manner, once final proofs have been approved

Proposal Contents

The submitting vendor shall submit three (3) hard copies and one (1) digital copy (via email or provided on disc) to the following contact no later than **5 p.m. on January 30th, 2017.**

City of Trinidad
Attn: Jonathan Taylor
Director of Economic Development and Tourism Management
135 N. Animas Street
Trinidad, CO 81082
econdev@trinidad.co.gov

At minimum, proposals shall include the following information:

- (1) Executive Summary – Introduction and overview of vendor’s background, relevant experience(s) and identification of their approach to meet the needs of the City of Trinidad.
- (2) Relevant Experience & Team Members – Identification of relevant projects completed by the vendor and demonstration of expertise in the production of travel planners.
- (3) Project Approach & Scheduling – Specific description and detailed summary of the vendor’s approach. Additionally, a definitive timeframe for completion should be provided by the vendor.
- (4) References – At minimum, three (3) references shall be provided that have the ability to verify credentials, experience and credibility.
- (5) Fees – A detailed breakdown of anticipated costs and expenses, including printing. Note: The City of Trinidad will not be liable for any costs incurred in replying to this request for proposals. All proposals become the property of the requesting entities (any restrictions thereon should be clearly stated).
- (5) Example Work – Example of previous work that would be comparable in content and quality of the Travel Planner the vendor would produce if selected.

Review of Proposals

Selection Process

Proposals will be reviewed by the City of Trinidad. Vendors will be evaluated based on the criteria established below. An interview may be required upon the City's discretion.

Selection Criteria

Responding vendors will be rated on the following criteria:

- Knowledge of the City and region, and its unique vibrant history.
- Philosophy regarding the nature of the project;
- Availability of time;
- Quality of project, service, material, maintenance and/or warranties;
- Use of Local Labor and Purchase of Local materials;
- Price; and
- Such other criteria as provided in the Request for Proposal.

If selected, a written contract will be prepared containing the finalized scope of services, payment schedule and product delivery schedules.

Right to Reject Proposals

Submission of a proposal indicates acceptance by the proposing institution of the terms and conditions stated herein unless any exception is clearly and specifically noted in the letter of transmittal of the RFP. Any such exception must be mutually agreed upon by the consultant and the requesting entity in any final contract.

The City of Trinidad reserves the right without prejudice to reject any or all proposals, to waive any informalities or minor irregularities in proposals, and to accept the proposal deemed, in the opinion of the entity, to be in their best interests.

For questions pertaining to this RFP, contact:

City of Trinidad
Attn: Jonathan Taylor, Director of Economic Development.
719-846-9843 Ext 130
jonathan.taylor@trinidad.co.gov